(c) the details of the original project estimate of the said project and its revised cost now?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) and (b) The Plan Scheme 'Setting up of National Press Centre at New Delhi' had been included in Eighth Five Year Plan and was continued in the Ninth Plan of PIB. For this purpose, a plot of land was allotted by Ministry of Urban Development in 1994. However, its possession could not be handed over to PIB as it was not encumbrance free. The Project could, therefore, not be taken up.

(c) In the absence of possession of the land, no detailed estimate could be prepared. However, based on rough estimate, an outlay of Rs. 20.50 crores was made in the Ninth Five Year Plan. In December, 2001, an alternative plot measuring 1.955 acres has been allotted at Raisina Road, New Delhi. A tentative outlay of Rs. 35 crores has been proposed for this project during the Tenth Plan Period and a provision of Rs. 9 crores has been made in the Annual Plan for Financial year 2002-03.

New advertising policy of DAVP

3569. SHRI NILOTPAL BASU: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that the DAVP has acted on the basis of a New Advertising Policy in releasing rate renewal for 2001-2002;

(b) if so, the details of such policy;

(c) whether the policy has not yet been made public;

(d) whether content, layout, coverage and printing quality have been considered by DAVP to remove 3800 out of 5700 Newspapers from its panel entitled for Government advertisement; and

(e) if so, the details thereof and the reasons therefor?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) Yes, Sir. The new Advertising Policy came into effect from 14.2.2001.

(b) Salient features of the new Advertising Policy are given at Statement (*See* below).

(c) The policy was made public through different media and it was also put on the Website of the Directorate of Advertising and Visual Publicity (DAVP).

(d) As per the Advertising Policy, publisher while applying for empanelment has to substantiate that newspaper has been published at a reasonable standard, which *inter-alia* includes reasonable printing quality, content, layout and coverage. While, there were 2519 newspapers on the panel of DAVP during the year 2000-2001, 2045 newspapers were kept on the panel during the year 2001-2002.

(e) Some of the newspapers could not be empanelled with DAVP as they did not fulfil the prescribed criteria for empanelment. Some of the reasons for non-empanelment were less print area, less regularity, absence of print line as per the PRB Act 1867, non-publishing / incorrect publishing of RNI No. poor printing quality, unclear and smudgy photos, repetition of matter in different issues and reproduction of matters from other newspapers without credit line.

Statement

Salient features of the advertising policy

Criteria for Empanelment:—

All newspapers / journals should have been uninterruptedly and regularly under publication for a period of not less than 12 months and should comply with the provisions of the Press & Registration of Books Act, 1867. The applicant newspaper / journal is required to substantiate that it is being published at a reasonable standard *i.e.*

(a) the print matter should be legible, neat, clear and without smudges and overwriting;

(b) there should be no repetition or reproduction of news items or articles in the newspaper / journal;

(c) masthead of its front page should carry the title of the newspaper, place, date and day of publication, it should also carry RNI Registration Number, volume & issue number and price of newspaper/ journal; and

(d) the newspaper should carry imprint line as required under PRB Act 1867.

Regularity:—

The applicant Daily newspaper should have published the newspaper on at least 25 days in each month during preceding 12 months. Weekly journals should have published 46 issues during the preceding year, monthly journals 10 issues during the preceding year and quarterly journals 6 issues

during preceding 2 years to be considered being brought out regularly. The applicant newspaper/journal should also furnish a copy of the certificate of the registration issued by the RNI. A newspaper / journal once declared unestablished by RNI, after due enquiry, will be considered established only from the date of issue of RNI certificate to this effect and not from any year/date in the past. However, a newspaper / journal declared unestablished due to non filing of returns or some similar technical grounds can be declared established by RNI from the date of unestablishment, on the discretion of RNI.

Print Area:—

A newspaper / journal should have the following minimum print area:

Periodicity	Print area not less than
Dailies	1520 Std. Col. Cms
Weeklies, Fortnightlies	700 Std. Col. Cms.
Monthlies and other Periodicals	960 Std. Col. Cms.

Irregularities in the telecasting of Programmes on DD

†3570. SHRI JANESHWAR MISHRA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that large scale irregularities are committed in the programmes to be telecast on the Doordarshan right from their approval to telecasting them;

(b) if so, the details thereof;

(c) whether it is also a fact that CAG in its report has pointed out the reasons for this; and

(d) if so, the details thereof?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) to (d) The C&AG in its Report No. 2 of 2001 has pointed out certain irregularities in Doordarshan. A list of paras of the Report of C&AG is given in the Statement (*See* below).

The details of these C&AG paragraphs are available in the C&AG Report No. 2 of 2001 which has already been laid on the Table of the House.

†Original notice of the question was received in Hindi.